



# CORPUS CHRISTI SPORTS COMMISSION

## CREATING A SURVEY

Conducting post-event surveys is essential for achieving goals and maximizing the impact of your event. Surveys provide valuable insights and feedback from attendees, enabling you to assess success, identify areas for improvement, and refine future strategies. By asking targeted questions aligned with your goals, you gather specific data to measure effectiveness and enhance participant experiences. Understanding the significance of surveys and asking the right questions ensures growth, exceptional experiences, and future success.

### EXAMPLES OF RELEVANT QUESTIONS

#### 1. Overall Satisfaction

- *How would you rate your overall satisfaction with [Event Name]?*
- **Relevance:** This question provides a general measure of attendee satisfaction, giving you an overall impression of the event's success.

#### 2. Contact Information

- *Email, Phone Number, Zip Code*
- **Relevance:** When asking for contact information, you can market upcoming events to the consumer/participant. You can share event updates, exclusive offers, and even tailor the content to your audience.

#### 3. Key Highlights

- *What aspects of the event did you enjoy the most?*
- **Relevance:** This question helps you identify the specific elements that resonated with attendees, allowing you to replicate or enhance those aspects in future events.

#### 4. Areas for Improvement

- *Are there any areas of the event that could be improved?*
- **Relevance:** This question provides valuable feedback on potential weaknesses or areas that need further attention, helping you refine future events planning and execution.

## 5. Registration Process

- *How would you rate the registration process for the event?*
- Relevance: This helps us assess and improve the efficiency and user-friendliness of registration, ensuring a seamless experience for future participants.

## 6. Issues

- *Was there any event information that you needed help finding?*
- Relevance: This question allows you to address the attendees' information needs, leading to improved attendee satisfaction, better event planning, and enhanced overall experience.

## 7. Previous Events

- *Have you attended this event before?*
- Relevance: This question is a great metric to keep track of how many repeat attendees you have coming to your regular or annual events.

## 8. Event Awareness

- *How did you hear about this event?*
- Relevance: This is a great way to evaluate your pre-event marketing. The question helps identify other questions, such as: Where are attendees learning about your event? What marketing channels are working best? What marketing channels aren't working at all?

## 9. Future Events

- *Would you be interested in attending future events organized by us?*
- Relevance: This question helps gauge attendees' willingness to attend future events, indicating their satisfaction and interest in your organization's offerings.

## 10. Future Event Enhancements

- *In planning future events, would you prefer on-site lunches or a lunch break to explore other options?*
- Relevance: This question illustrates the importance of asking about specific aspects the planner is considering for future events, providing insights into attendee preferences and helping to gauge interest in potential enhancements. Crafting questions tailored to specific goals is crucial for effective event planning.

## WHEN CREATING A SURVEY, CONSIDER THE FOLLOWING TIPS

### 1. Keep it concise

Limit the number of questions to ensure a reasonable completion time for participants. Aim for a survey that can be completed in 5-10 minutes.

### 2. Focus on critical areas

Identify the most crucial aspects of the event you want feedback on and craft questions around these areas. Prioritize questions that will provide actionable insights to improve future events.

### 3. Use a mix of question types

Incorporate a variety of question types, such as multiple-choice, rating scales, open-ended, and Likert scale questions. This helps capture both quantitative and qualitative feedback.

### 4. Make it accessible and user-friendly

Ensure the survey is easy to access and navigate. Use clear instructions, intuitive formatting, and consider mobile responsiveness for participants who may complete the survey on their smartphones or tablets.

### 5. Balance specificity and flexibility

Include specific questions related to your event goals and objectives. However, provide some open-ended questions to allow participants to share additional feedback or suggestions.

### 6. Use clear and unbiased language

Avoid leading to biased questions that may influence participants' responses. Keep the language neutral and ensure that questions are easy to understand.

### 7. Test the survey

Before distributing the survey to all attendees, pilot-test it with a small group to identify potential issues, confusing questions, or technical glitches. Make adjustments based on the pilot test feedback.

### 8. Provide anonymity and data privacy

Assure participants that their responses will remain confidential and use data privacy measures to protect their information.

### 9. Consider post-event timing

Send out the survey within a reasonable time frame after the event while it is still fresh in attendees' minds. Strike a balance between giving them enough time to reflect and avoiding too much delay that may reduce response rates.

### 10. Communicate the survey purpose

Clearly explain the purpose of the survey and how the feedback will be used to improve future events. Encourage participants to provide honest and constructive feedback.